

A Private Label Solution for Digital and Mobile Coupons

(Using a Cloud-based Technology for Digital Coupon Publishing, Issuance & Redemption)

by Bill Catania, CEO, M-Dot Network (www.mdotnetwork.com)

Digital and mobile couponing is happening and is well on the way to acceptance by retailers, manufacturers, and consumers. The real change that will drive couponing over the next few years will be the delivery of paperless, electronic coupons through all sorts of devices from PCs to cell phones to iPods. Increasing adoption of broadband, advancements in mobile technologies, and updated point-of-sale systems have created huge opportunities for companies to build relevant business models.

M-Dot Network, based in Erie, PA, enables digital and mobile coupon issuers to supply digital offers in real-time, directly to a retailer's customers. M-Dot preserves the retailer's brand because it is a private label solution. Offers received from digital coupon issuers contain all of the coupon rules, such as value of redemption, expiration date, number of redemptions per purchase, and any other terms or conditions which directly relate to the offer.

The retailer also receives a "bank" of digital offers, which will enable the retailer to send both national brand and store brand offers directly to their shoppers. The retailer has access to an online reporting dashboard which provides real-time reporting, including issuance and redemption analytics.

With M-Dot Network, retailers and digital coupon issuers have complete control over their coupons and can analyze, monitor, change or pause their coupons at any time. Manufacturer, Shared or Retailer Funded Platforms are available. Retailers determine how to engage



This mobile device shows the app display of a microweb owned by a fictitious retailer, "Big Z."

based on their strategic goals & budget, that is, whether to drive private label coupons, the manufacturers

coupons, or both.

Today, there are many players in the digital and mobile coupon space, but the one thing that is missing is an open platform for aggregating all digital content and providing a simple and single point of integration for the retailer. Retailers and shoppers are burdened with multiple integration points. With M-Dot, retailers and shoppers have one single point of integration.

The M-Dot Network platform enables retailers to redeem coupons from multiple digital coupon issuers in real-time. It is a secure private label platform that leverages an existing store infrastructure and requires no new hardware by the retailer.

M-Dot Network enables consumers to receive digital coupons via their favorite store's website or mobile phone microsite. Consumers can find and select coupons online or on their

Shown are the suggested coupon offers on "Big Z's" fictitious website.



What You Should Know About Electronic Coupons



Free White Paper

Learn how to make the move from paper to digital coupons.

- Go green
- Save money
- Eliminate coupon fraud and mis-redemption
- No additional hardware required

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ATTENDEES INCLUDE

- Retailer, Wholesaler and Distributor CEO's and Private Brand Marketing, Merchandising and Supply Chain Executives
- Private Brand Manufacturer CEO's and Private Brand Marketing, Sales and Supply Chain Executives
- Sales Agencies and Broker CEO's and Private Brand Marketing, Sales and Supply Chain Executives
- Service Provider CEO's and Senior Private Brand Executives

PROGRAM HIGHLIGHTS

- Obtain the strategies and tactics needed to maximize private brand sales
- Discover how you can increase and sustain loyalty through private brands
- Learn consumer attitudes about private brand products
- Network with industry leaders

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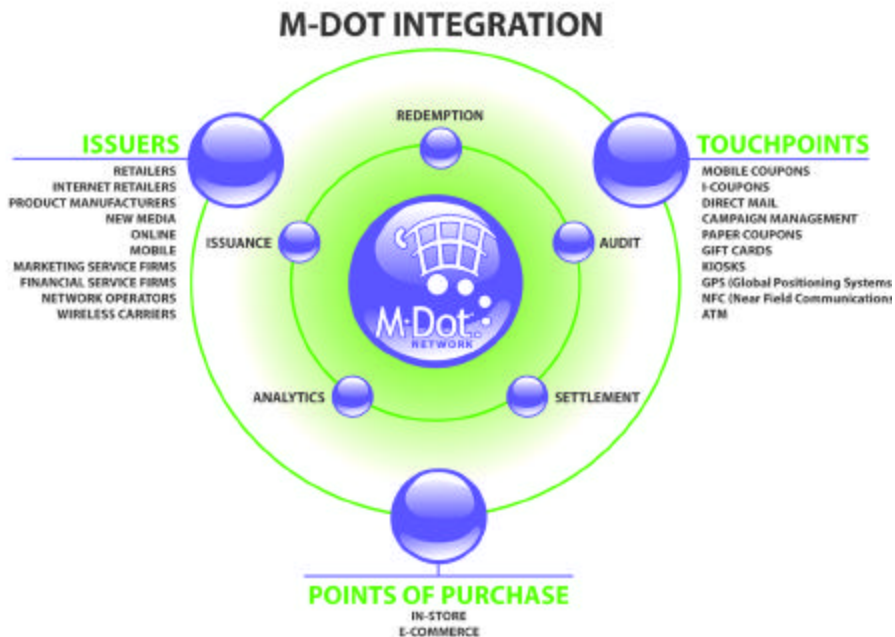
mobile phone. Offers are aggregated and presented directly to them from multiple, third-party digital coupon issuers and from the retailer. Shoppers just click on coupons to relate them to their account.

At the store checkout, a customer can redeem all of their coupons in real-time by swiping their Shopper Club Card or entering their phone number into the POS payment device. Coupons are related to the customer's phone number or loyalty card. Qualifying offers are instantly reconciled and redeemed. M-Dot hands off redemption data to a current clearinghouse for audit, invoicing and redemption.

M-DOT provides a customized Mobile CRM utility that drives store brand sales, delivers dynamic personalized content, and fosters one-to-one relationships. Content may mirror a retailer's website or take its own 'personality.' It is available on more than 8,000+ phones and offers basic text message and mobile internet capabilities.

To ensure that mobile coupons continue to thrive, the industry needs a standard to keep technology integration issues at bay. Integration is not an uncommon problem in retail. In fact, other retail operations have become more streamlined as a single point of integration was created. The most recent example is the evolution of the \$20 billion gift card industry—a critical component within grocers' assortments.

Following the lead of the gift card industry, M-Dot is spearheading a similar strategy for the supermarket and mobile coupon industry. Being a digital incentive processor, M-Dot provides secure transaction processing using an infrastructure that treats digital coupons and incentives similar to currency.



Unlike other retailers and technology vendors who have tried to ease the pain of coupon processing in the past, M-Dot eliminates constraints caused by barcode coupons, proprietary loyalty programs, and other paper-based coupon programs with the help of its cloud computing-based infrastructure.

If the recession taught retailers anything, it is that any new information technology initiatives must yield results—and fast. As retailers test the waters regarding digital coupons and electronic promotions, all are concerned that processing platforms will be reliable and efficient, and they will produce a strong return on investment. A recent proof-of-concept test

conducted by M-Dot Network proved that its innovative cloud-based technology platform successfully fulfills all these prerequisites.

As the retail landscape grows more competitive, retailers understand the best way to encourage repeat visits and shopper loyalty is to personalize the shopping experience as much as possible. The easiest way is to deliver targeted promotions. As shoppers become more reliant on technology to handle everyday tasks, including managing shopping lists and track sale items, retailers are targeting shoppers with personalized offers where they are likely to receive information—right on their cell phones. [EB](#)

The M-Dot Enterprise Platform connects all the “dots” in the cycle from consumer to final redemption settlement.

